



SpeakerNet News

P R E S E N T S

# Work Half the Time and Make Twice the Income Leading “Virtual Action Groups”

A teleseminar with Robert Middleton

Interviewed by Rebecca Morgan, CSP, CMC

**Contents of this report:**

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Robert Middleton.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Robert Middleton’s handout prepared for this program.

**SpeakerNet News**

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## **Work Half the Time and Make Twice the Income Leading “Virtual Action Groups” with Robert Middleton**

If you give a lot of information, ideas and inspiration but you don't see a lot of implementation from your clients, you might want to consider setting up “Virtual Action Groups.” Virtual Action Groups are not only powerful programs designed to support your clients in putting your ideas into action, they can be a great source of income. Robert Middleton now makes these Virtual Action Groups his main service offering and has a six-month waiting list. He's mastered the art of promoting and leading these groups and is now able to service five times as many clients, double his income and work half the hours while seeing better results from clients than through consulting, coaching or workshops.



You'll learn:

- The big difference between teleclasses and Virtual Action Groups
- How to get your participants to do the lion's share of the work
- How to build in accountability so that participants actually implement
- Secrets of a marketing system that has people begging to be in the groups
- How to earn a five-figure monthly income with Virtual Action Groups
- Web, email and audio technology required to give maximum value

### **About Robert Middleton:**

Robert Middleton has been working with small business owners and self-employed professionals since 1984. He is now known throughout the San Francisco Bay Area, United States and the world as “The Marketing Expert for Independent Professionals.”

Robert has been a persistent researcher of the most effective marketing strategies for professional service businesses and has developed systems and models for marketing that have helped thousands of professionals attract more clients.

In the course of his 20-year career, Robert has been a consultant, coach, speaker, writer, designer, workshop leader and Web developer. In 2002 Robert moved to a home in the Santa Cruz Mountain redwoods and turned his business completely virtual, leading his Marketing Action Groups while overlooking the San Lorenzo River. Robert publishes his weekly ezine, [More Clients](#), which goes out to over 30,000 subscribers in almost every country. He has sold his comprehensive marketing guide, [The InfoGuru Marketing Manual](#), to thousands of independent professionals worldwide.

[www.actionplan.com](http://www.actionplan.com)

**SpeakerNet News Teleseminar**  
**“Boost Your Business with Virtual Action Groups”**  
**with Robert Middleton**  
**Interviewed by Rebecca Morgan, CSP, CMC**

REBECCA: Let me introduce our guest expert today, Robert Middleton. Robert’s been working with self-employed professionals around the world since 1984. He is known as the marketing expert for independent professionals. We’ve known and respected Robert for over ten years so we’ve invited him to share a process he’s mastered called Virtual Action Groups so we can all serve our clients better while expanding our practices. Robert, thank you for being with us today.

ROBERT: It’s my pleasure.

REBECCA: I know we have a lot to cover so I’m going to try to not interrupt you if I can help it. But I’ll ask the questions I think are on our listeners’ minds as we go along. Let’s begin by defining what you mean by a virtual action group.

ROBERT: A virtual action group is essentially a business-oriented group that meets by phone bridge conference line over several weeks to learn and implement specific skills. So it’s more than just a teleclass; it’s much more in-depth.

REBECCA: How are teleclasses and virtual action groups different?

ROBERT: Generally teleclasses or teleseminars are shorter. For instance, this teleseminar is one hour long but you could also have a teleseminar that was several sessions. It would be very different from a virtual action group because virtual action groups are more about implementing what you learn and being accountable for getting results from what you learn.

I've done a lot of teleseminars or teleclasses for several years. I started doing them in 1999, and I used to do a 12-session series of teleclasses on marketing, every other week over six months. I conducted these a few times but at the end, after six months, I was rather disappointed and discouraged in that I'd give people every tip, idea, strategy I could possibly come up with and at the end of the six months people had hardly implemented anything. So I gave up on the long series for a while because it just didn't seem to be producing the kind of results I wanted.

So I went to the individual or short teleclasses and did quite a few of those in subsequent years. But I was still trying to figure out how I could do a longer, more in-depth class.

My breakthrough came when my wife signed up for a writing group which was constructed in a very simple but powerful way. Instead of going to the writing group and the teacher's teaching them about writing, they simply wrote stuff, brought it to the class and got feedback. And I said, "Eureka!", why don't I just turn things around and instead of just giving people more information through the teleclass, I'll have them do research and homework and then I'll simply give them feedback on the homework.

So instead of my expecting action out of information that I gave, I demanded action and gave them feedback, and it turned things around completely. People started to get results immediately because they were doing things. Every week they had homework they would send in. We'll go into more of the